

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) An information presentation system which inserts presented data of a data presentation client into provided data which a service provider provides, and which presents the presented data, the information presentation system comprising:

data presenting condition acquiring means for acquiring data presenting conditions from the data presentation client in a prior period which is before a providing period of the provided data by the service provider starts;

data presenting condition determining means for determining data presenting conditions on the basis of a reference which is set in advance from the data presenting conditions acquired from the data presenting condition acquiring means, after the prior period passes; and

notifying means for notifying the service provider of notification data corresponding to the data presenting conditions determined by the data presenting condition determining means; and

distribution means for distributing, to the data presentation client, broadcast basic data including at least broadcast program schedule and past audience rating information, and updated audience rating information.

2. (Original) An information presentation system according to claim 1, wherein the data presenting conditions are bid prices which the data presentation clients pay to the service provider, and

the data presenting condition acquiring means has bid price acquiring means for acquiring the bid prices.

3. (Original) An information presentation system according to claim 2, wherein the data presenting condition determining means determines data presenting conditions corresponding to a maximum price among the bid prices.

4. (Original) An information presentation system according to claim 2, wherein the data presenting condition determining means determines data presenting conditions by comprehensively deciding all conditions relating to the bidding which are the bid prices among the bidders and past bid results.

5. (Original) An information presentation system according to claim 1, wherein, when the data presenting conditions are not determined by the data presenting condition determining means, the notifying means reports notification data including this fact.

6. (Original) An information presentation system according to claim 5, wherein, when the notification data is reported to the service provider, the service provider does not insert the presented data into the provided data, or inserts presented data which has been determined in advance into the provided data.

7. (Original) An information presentation system according to claim 1, wherein the presented data and the provided data are two dimensional data respectively structured from images, characters, and the like, and

the service provider provides an image of the presented data and an image of the provided data so as to be superimposed on each other.

8. (Original) An information presentation system according to claim 1, wherein the presented data is data including at least an image, and

the providing period of the provided data is divided into a plurality of sections, and the presented data is inserted between these plurality of sections.

9. (Currently Amended) An information presentation method of inserting presented data of a data presentation client into provided data which a service provider provides, and presenting the presented data, the information presentation method comprising:

a data presenting condition acquiring step of acquiring data presenting conditions from the data presentation client in a prior period which is before a providing period of the provided data by the service provider starts;

a data presenting condition determining step of determining data presenting conditions on the basis of a reference which is set in advance from the data presenting conditions acquired from the data presenting condition acquiring step, after the prior period passes; **and**

a notifying step of notifying the service provider of notification data corresponding to the data presenting conditions determined by the data presenting condition determining step; **and**

a distributing step of distributing, to the data presentation client, broadcast basic data including at least broadcast program schedule and past audience rating information, and updated audience rating information.

10. (Currently Amended) An information presentation system which inserts presented data of a data presentation client into provided data which a service provider provides, and presents the presented data, the information presentation system comprising:

data presenting condition transmitting means for transmitting data presenting conditions by the data presentation client;

distribution means for distributing, to the data presentation client, broadcast basic data including at least broadcast program schedule and past audience rating information, and updated audience rating information;

data presenting condition acquiring means for acquiring data presenting conditions from the data presentation client in a prior period which is before a providing period of the provided data by the service provider starts;

data presenting condition determining means for determining data presenting conditions on the basis of a reference which is set in advance from the data presenting conditions acquired from the data presenting condition acquiring means, after the prior period passes;

notifying means for reporting notification data corresponding to the data presenting conditions determined by the data presenting condition determining means; and

providing means for providing the presented data by inserting the presented data into the provided data on the basis of the notification data from the notifying means.